

FINAL YEAR UNDERGRADUATE STUDENTS' ATTITUDE TOWARD
THE UNIVERSITY ADVERTISING

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This thesis is dedicted to ...

My beloved husband

Ehsan ParsaMehr

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ABSTRACT

The purpose of this study was to identify final year undergraduate students' attitude toward university advertising. A total of 306 final year undergraduate students from four different faculties (Education, Science, Electrical, and Mechanical) at Universiti Teknologi Malaysia were selected using a multi-sampling method. In order to assess students' attitude, the important factors that influence students' decision to choose a university were identified. These factors were divided into six main categories: i) educational, ii) economic, iii) university campus environment, iv) environmental facilities (on campus), v) environmental facilities (outside the university campus), and vi) related career opportunities. In addition, parental education, family monthly income, and students' personality were considered as other potential factors to be assessed. In this study data analysing process were done through development statistical tests such as T-test, Cronbach's alpha, Spearman correlation, and Multiple Regression. The findings indicated that there were significant positive relationships between students' personality and their attitude toward the six main categories. The findings suggested that Educational Category was a strong predictor that influenced students' attitude with the Accepting and Rational personality types. The environmental facilities (on campus) influenced students' attitude with the Responsible and Reserved personality characteristic types. The results of this research may help universities to provide appropriate and useful information in their advertisements to prospective students. Such information may contribute to career and decision making among prospective students for higher education.

ABSTRAK

Tujuan kajian ini adalah untuk mengenalpasti sikap pelajar tahun akhir ijazah pertama terhadap pengiklanan universiti. Seramai 306 orang pelajar tahun akhir ijazah pertama dari empat fakulti yang berbeza (Pendidikan, Sains, Elektrik dan Mekanikal) di Universiti Teknologi Malaysia telah dipilih dengan kaedah persampelan pelbagai. Dalam usaha untuk menilai sikap pelajar, faktor-faktor penting yang mempengaruhi keputusan pelajar untuk memilih universiti telah dikenal pasti. Kemudian, faktor-faktor ini telah dibahagikan kepada 6 kategori utama: i) pendidikan, ii) ekonomi, iii) persekitaran kampus universiti, iv) kemudahan persekitaran (di dalam kampus universiti), v) kemudahan persekitaran (di luar kampus universiti), dan vi) peluang kerjaya yang berkaitan. Tambahan pula, tahap pendidikan ibu bapa, pendapatan bulanan keluarga, dan personaliti pelajar telah dianggap sebagai faktor-faktor lain yang berpotensi untuk dinilai. Dalam kajian ini, proses analisis data kajian telah dilakukan dengan menggunakan ujian statistik seperti T-test, Cronbach's alpha, Korelasi Spearman dan Regresi Berganda. Dapatan kajian menunjukkan bahawa terdapat hubungan positif yang signifikan antara personaliti pelajar dan sikap mereka terhadap enam kategori utama tersebut. Penemuan kajian mencadangkan bahawa Kategori Pendidikan merupakan peramal yang kuat yang mempengaruhi sikap pelajar dengan personaliti jenis Bersikap Terbuka dan Rasional; Faktor Kemudahan Persekitaran (di kampus) mempengaruhi sikap pelajar dengan personaliti jenis Bertanggungjawab dan Konservatif. Keputusan kajian ini dapat membantu universiti untuk menyediakan maklumat yang sesuai dan berguna dalam pengiklanan universiti. Maklumat seperti ini dapat membantu pelajar dalam membuat keputusan untuk memilih kerjaya mereka dan melanjutkan pelajaran mereka di peringkat pengajian tinggi.